

**AN ANALYSIS OF LANGUAGE READINESS IN TOURISM SECTORS: A
CASE STUDY OF FIVE POPULAR DESTINATIONS IN PALEMBANG**

THESIS

**Presented to Universitas Bina Darma
in Partial Fulfillment of Requirements
for the Degree of Sarjana Sastra (S.S.)**

by:

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF SOCIAL HUMANITIES

UNIVERSITAS BINA DARMA

PALEMBANG

2024

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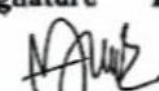
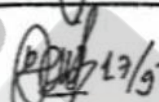

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MOTTO AND DEDICATION

MOTTO:

Even though I fell many times, I chose to get up because my parents' prayers guided me to the finish line.

DEDICATION:

- THIS Thesis dedicated for my self and my family
- My contribution as an English literature
- Dedicated to the journey of writing, which is not always easy, but always since there are no shortcuts, only dedication
- Dedicated to every difficulty that teaches persistence, every revision that hones skills, and every achievement that is achieved through self-effort

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ABSTRACT

This research analysis language readiness at five popular tourist destinations in Palembang City: Jembatan Ampera, Kemaro Island, Pempek Village, Benteng Kuto Besak, and Sultan Mahmud Badaruddin II Museum. The study aims to evaluate the current level of language readiness and identify communication barriers faced by tourism actors. Using a qualitative descriptive case study approach, data were collected through structured observations, semi-structured interviews with 11 informants (destination managers, tour guides, traders, and transportation providers), and documentation analysis. The findings reveal significant variation in language readiness levels across destinations. Sultan Mahmud Badaruddin II Museum demonstrates the highest readiness with QR code audio guides and English information boards, while Pempek Village shows the lowest readiness lacking multilingual infrastructure. Key barriers include limited vocabulary, accent differences, lack of confidence among staff, and absence of formal language training programs. The study concludes that systematic language training programs, improved multilingual infrastructure, and technology adoption are essential for enhancing tourist experience and destination competitiveness.

Keywords: language readiness; tourism communication; multilingual infrastructure; tourist destinations; Palembang

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